

## ORDER



KLAS

**Orders**  
**Order / Rev:** 36979  
**Alt Order #:** 08849282  
**Product Desc:** Issue  
**Estimate:** 1615  
**Flight Dates:** 08/15/12 - 08/22/12  
**Original Date / Rev:** 08/14/12 / 08/14/12  
**Order Type:** GENERAL

**Primary AE:** Mike Jones  
**Sales Office:** K-WAS  
**Sales Region:** National

**Agency**  
**Name:** Waterfront Strategies  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Avenue  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Patriot Majority  
**Demographic:** A35+  
**Product Codes:** PO4  
**Priority:** LV1  
**Revenue Codes:** AGY, POL, ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	15	\$16,800.00	\$14,280.00
08/27/12	08/28/12	1	\$800.00	\$680.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	15	\$16,800.00	\$14,280.00	0.00
September 2012	1	\$800.00	\$680.00	0.00
<b>Totals</b>	<b>16</b>	<b>\$17,600.00</b>	<b>\$14,960.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	12%	\$17,600.00
Market	100%	\$146,666.67

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	23%	\$33,733.33
KTUD	1%	\$1,466.67
KVBC	0%	\$0.00
KVVU	23%	\$33,733.33
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	08/15/12	08/21/12	8 News Now 6a M-F	CM	6-7a	MTWTF--	:30	2	\$1,200.00	LV1	0.00	NM	2	\$2,400.00
8 NEWS NOW AT 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/15/12	08/21/12	MTWTF--	2		\$1,200.00		0.00						
E 2	8	08/15/12	08/21/12		CM	7-9a	MTWTF--	:30	2	\$1,200.00	LV1	0.00	NM	2	\$2,400.00

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 Flight Dates: 08/15/12 - 08/22/12

Advertiser: Patriot Majority  
 Product Desc: Issue  
 Estimate: 1615

KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				CBS This Morning 7-9a										
				CBS This Morning										
				CBS THIS MORNING										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/15/12		08/15/12	08/21/12	MTWTF--				2	\$1,200.00		0.00			
E 3	8	08/22/12	08/28/12	CBS This Morning 7-9a CM	7-9a	MTW----	:30	1	\$1,200.00	LV1	0.00	NM	1	\$1,200.00
				CBS This Morning										
				CBS THIS MORNING										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/22/12		08/22/12	08/28/12	MTW----				1	\$1,200.00		0.00			
E 4	8	08/15/12	08/21/12	Live w/Kelly CM	9-10a	MTWTF--	:30	3	\$800.00	LV1	0.00	NM	3	\$2,400.00
				Live With Regis & Kelly										
				LIVE! WITH KELLY										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/15/12		08/15/12	08/21/12	MTWTF--				3	\$800.00		0.00			
E 5	8	08/22/12	08/28/12	Live w/Kelly CM	9-10a	MTW----	:30	1	\$800.00	LV1	0.00	NM	1	\$800.00
				Live With Regis & Kelly										
				LIVE! WITH KELLY										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/22/12		08/22/12	08/28/12	MTW----				1	\$800.00		0.00			
E 6	8	08/15/12	08/21/12	8 News Now Noon M-F CM	12-1230p	MTWTF--	:30	2	\$1,100.00	LV1	0.00	NM	2	\$2,200.00
				8 News Now Noon M-F										
				8 NEWS NOW AT NOON										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/15/12		08/15/12	08/21/12	MTWTF--				2	\$1,100.00		0.00			
E 7	8	08/18/12	08/18/12	Politics Now S Sebelius CM	Various	-----S-	:30	1	\$1,000.00	LV1	0.00	NM	1	\$1,000.00
				Politics Now S Sebelius	(5:30 PM-6:00 PM)									
				POLITICS NOW										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	-----S-				1	\$1,000.00		0.00			
E 8	8	08/15/12	08/21/12	8 News Now 4p M-F CM	4-5p	MTWTF--	:30	3	\$1,300.00	LV1	0.00	NM	3	\$3,900.00
				8 News Now 4p M-F										
				8 NEWS NOW AT 4PM & 430PM										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/15/12		08/15/12	08/21/12	MTWTF--				3	\$1,300.00		0.00			
E 9	8	08/22/12	08/28/12	8 News Now 4p M-F CM	4-5p	MTW----	:30	1	\$1,300.00	LV1	0.00	NM	1	\$1,300.00
				8 News Now 4p M-F										
				8 NEWS NOW AT 4PM & 430PM										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/22/12		08/22/12	08/28/12	MTW----				1	\$1,300.00		0.00			
												Totals	16	\$17,600.00